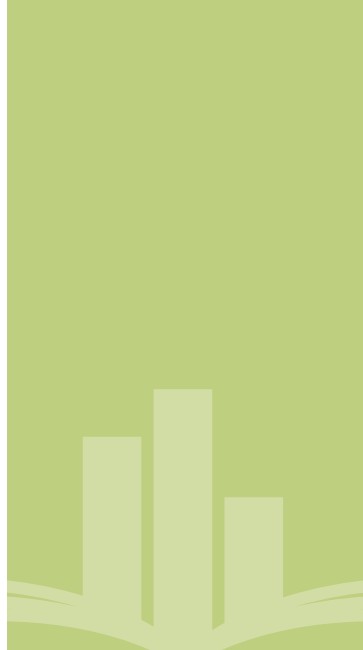


Current Prevalence of Tobacco Products

2018 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL



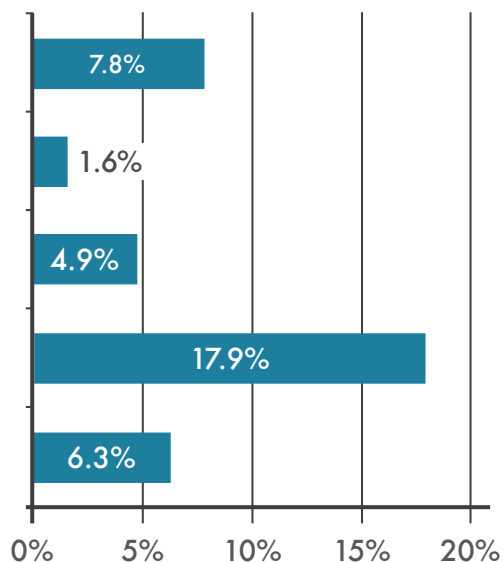
Have you chewed tobacco or used smokeless tobacco in the past 30 days?

Have you smoked large or premium cigars in the past 30 days?

Have you smoked little filtered cigars or a cigarillo in the past 30 days?

Current Cigarette Smoker

Past 30 Day Electronic Cigarette User



METHODS

Random Digit Dialing (RDD) methods have been the most efficient and cost-effective means for administering surveys to a representative sample of adults for several decades. However, data from the National Health Interview Survey highlights the growing problem of wireless substitution of landline telephones for survey researchers. Approximately 54.9% of the U.S. population lives in a household with only wireless telephone service (Blumberg and Luke, 2018).

The 2018 Mississippi Social Climate Survey of Tobacco Control represents the civilian, non-institutionalized adult population over age 18. The overall sample (N = 1,500) was weighted by race, gender, and age based on the most current U.S. Census estimates. In order to provide a probability-based sample representative to all households in the state, we applied a dual-frame RDD sampling methodology. Both landline and cellular telephone numbers were used to contact eligible adults. Telephone numbers were dialed a maximum of eight (8) times before being retired.

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